

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Shepard, Justin E.  
Art Unit : 2623  
Confirmation No. : 1131

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**RESPONSE UNDER 37 C.F.R. §1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action dated September 7, 2006, having a three-month statutory period for response set to expire on December 7, 2006, please consider the following remarks.

**Listing of claims** begins on page 3 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.